

# ORACLE

the mountain view  
high school  
student-run publication

## ABOUT ORACLE

The Oracle is the Mountain View High School student-run newspaper. We aim to deliver engaging and informative content to the Los Altos and Mountain View communities.

## WHO READS THE ORACLE?

The Oracle is distributed 6 times throughout the school year to MVHS' student body of 1800, as well as all teachers. Over 300 homes subscribe to Oracle through mail. Copies of the Oracle are also distributed around popular shops in the area.

## BENEFITS OF ADVERTISING

Advertising in the Oracle is a win-win both for our publication and your business. Funds from advertising allow the Oracle to provide free copies of our paper to many of our readers, enabling us to reach more community members with our content, and your ads. By advertising with the Oracle, you are not only supporting a dedicated group of aspiring journalists, but also a large portion of the student body who enjoy our content. By placing an ad in our paper or on our website you are getting the word out about your business to a large group of teens and parents in our local Los Altos-Mountain View area.

## ADVERTISING RATES

Size	Dimensions	Cost per issue
1 column	2 in. x 2 in.	\$75
Business Card	4 in. x 2.25 in.	\$85
2 Columns	4 in. x 4 in.	\$100
3 Columns	6 in. x 4 in.	\$140
1/4 Page	10 in. x 5 in.	\$198
Online Ad	Sidebar	\$250/yr.

## CONTACT US

Rhys Wheaton  
Business Manager  
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Phone: (650)-492-3023

Ethan Huang  
Business Manager  
email: ethanh@mvhsoracle.com  
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## AD DESIGN

For just \$50, one of our student designers will design a high quality advertisement based on your specifications. Contact the business team for further details.

**2,000 +**

Local print circulation

**5,000 +**

Avg. monthly website views

## ADVERTISING ONLINE

Advertising online is a great way for businesses to reach our 2,500 + monthly visitors with your ads. Our website is a great way to reach consumers aged 13-24, a target group for many businesses. We offer sidebar advertisements for \$250 for the entire year. In this time your ad will receive an estimated 25,000 + views.

## DEADLINES FOR AD RESERVATION

Final deadlines for ad reservation are one full week before the cycle comes out. Cycle dates for the 2018-2019 year are detailed below. Reserving before the deadline does not ensure we will have space for your ad so we suggest reserving as early as possible.

8.27 9.28 11.5 1.14 3.11 4.22

## AD SPECIFICATIONS

Check the preferred size

1/4 Page \_\_\_\_

3 Columns \_\_\_\_

2 Columns \_\_\_\_

Business Card \_\_\_\_

1 Column \_\_\_\_

Online Sidebar (1 year) \_\_\_\_

Online Sidebar (1 month) \_\_\_\_

## ISSUES

Circle the issues in which this ad is to run.

September

October

December

February

March

May

## DISCOUNTS

Businesses who advertise in all 6 issues of the Oracle will receive a \$20 discount for the year. Businesses who purchase web ads to accompany any print ad will also receive a \$20 discount.

## ADVERTISER INFO

Business Name

Address

City/State/Zip

Phone

Email

Authorized Signature

Date \_\_\_\_\_

## PAYMENT

Payment is due within three weeks after the ad reservation deadlines (see prior page for dates). If you have purchased multiple ads, you may follow a payment plan, paying for each individual ad after the deadline. Checks should be made out to MVHS Oracle. Send payment to 3535 Truman Ave. Mountain View, CA 94040 or you may contact one of our business managers and have them pick it up from you directly.

## Total Cost of Advertising

(Number of times ad will be printed x price per publication)

\_\_\_\_ x \_\_\_\_ = \_\_\_\_\_

A copy of the contract must be received by the Oracle, or you must specify the information to one of our business managers via email, or at the deadline for ad reservation.

## SPECIAL OFFER

\_\_\_ I would like to place an online advertisement on mvhsoracle.com throughout the 2018-2019 year to accompany any print ad, for the cost of \$230.

## CONTRACT TERMS

This contract constitutes an agreement between the client named herein and the Oracle to publish an advertisement according to the specifications of the undersigned person(s)/ company. The Oracle will publish the ad to the best of its ability, subject to payment of the Total Cost of Advertising. All advertisements are constrained to the space available in excess of that needed for articles. Ads will not be accepted after the Reservation Date cutoff, except through special arrangement with the business staff. Ads designed by Oracle Staff become the property of the Oracle and may not be used in media other than the Oracle without proper licensing fees. A copy of the contract must be mailed to 3535 Truman Ave. Mountain View, CA 94040.

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